The Flowers Festival

is a festival that takes place in Medellín, Colombia. The annual festival is a significant driver of tourism and holds importance to the cultural fabric of the city. In addition to various flower display-oriented events and contests, the festival includes musical performances, an antique car parade, and an 11km bike ride. It is estimated that the Flowers Festival annually attracts more than two million people to the city, and the event cost the city around $3.6 million to organize in 2019.



History

the Paso Fino cavalcade

The first Flowers Festival took place on May 1, 1957. It was organized by Arturo Uribe, a member of the Board of the Office of Development and Tourism in Medellin, Colombia. The festival lasted for five days with an exposition of flowers displayed in the Metropolitan Cathedral, which was organized by the Gardening Club of Medellín and monsignor Tulio Botero to celebrate the Virgin Mary day. This flower parade represents the end of slavery when slaves carried men and women on their backs up steep hills instead of flowers. The first silleteros parade also took place with some 40 men from the corregimiento of Santa Elena carrying on their backs flower arrangements to the exposition site.



Types of Silletas

Silleteros currently produce four types of saddles, classified as follows.



The Traditional Silleta

It is an icon that represents the old silletas used by peasants to transport their products. It usually measures 80-90 centimeters and they can carry up to 50 kilos flowers on it



- **The Emblematic Silleta:**

The design can be flat or three-dimensional and they seek to bring civic, educational or religious messages to the population



The Monumental Silleta

They are the largest silletas, reaching up to 2 x 2 meters. In this category, creativity has no limits as they constitute true works of art. Shapes, colors, and textures are mixed



The Commercial Silleta

·They are authentic mobile advertising pieces, sponsored by companies that want to participate in the parade

During the Flower Fair, the Mayor's Office of Medellín offers free of charge:

- *Silleteros Parade: more than 500 silleteros display their floral creations in different categories. Place: Guayabal Avenue.*
- *Classic and Antique Car Parade: more than 200 emblematic cars from national and world history. Place: Las Vegas Avenue, Guayabal Avenue, 30th Street.*

Dion Bouton's 1899 model; led the parade of Classic and Antique Cars at the 2017 Medellín Flower Fair.



During the Flower Fair, the Mayor's Office of Medellín offers free of charge:



• National Trova Festival: a space where the humor of the people of Antioquia is present and brings together more than 220 troubadours in competition. Place: Parque de los Deseo (Park of Wishes).
• Night Cultural Park: concert space where a great diversity of local, national and international artists perform. Place: Plaza Gardel.
• • Concert of the Flowers: It is a space for the young people of the city to experience the fair in their own way, and have the opportunity to see artists of the stature of the most important music festivals in the world. Location: Obelisk
• Artistic and Cultural Stages: also called stages. The music reaches the townships and neighborhoods of the city.
• Zona que Suena: a space for the family. Place: North Park.

Thanks a lot

LORENA MORENO

